

Request for Proposal **Website Re-Design ColorfulColorado.com**
Chaffee County Visitor Bureau
Chaffee County, Colorado USA

RFP Deadline: 2:00PM September 16, 2022

Project Deadline: May 1, 2024

Purpose: The Chaffee County Visitors Bureau is seeking a qualified consultant to redesign and produce a tourism/destination management website. The responding agencies must be able to demonstrate success in tourism marketing on a broad scale, dynamic messaging, and tactics relevant in today's marketplace.

Scope of Work: The website design team will be working alongside the Chaffee County Visitors Bureau marketing Director with the redesign. The website will be built on Word Press. The deadline for the launch of the new website is May 1, 2024.

Qualifications:

The consultant shall demonstrate:

- A thorough knowledge of website, CRM and CMS development, with respect to Destination Management Organization (DMO) requirements.
- Proven track record providing comprehensive web-based marketing solutions specific to the destination industry
- Expertise to provide a compelling design incorporating the destination brand, visual representation, and intuitive navigation.
- On-going cooperative strategic planning to leveraging technology in a way to support the CCVB goals and initiatives
- Understanding of DMO immediate and long-range goals
- Experience in mapping DMO objectives to technology strategies and best-practices
- Identify awards achieved for DMO website creative/development

SPECIFIC FUNCTIONS AND FEATURES – WEBSITE DESIGN & CMS

The new site at a basic level will contain all current information and features as on ColorfulColorado.com. This website will be built on WordPress and be hosted with the developer.

A. Website Elements

Following are elements required with the website development and design. The CVB should be presented with solutions for migrating existing content and listings into the new site. All data should be easily exportable from the database.

1. Detailed Site Map
2. Calendar of Events

The site will have a calendar of events that is capable of listing reoccurring events with the option to edit events. An event submission form must be available for users to submit public events, which should

populate the CMS in a pending status for CCVB staff approval and/or necessary edits before publishing to the website.

3. Partner Listings. The database of partner listings will be integrated into the website and listed under appropriate categories.

4. Maps

Interactive mapping integration with Google Maps should be tied to all partner data and events.

5. Image Gallery

The site should include a gallery of photos and videos with the option to integrate with CVB Flickr and YouTube accounts. This gallery will show CVB approved images and integrate with Social Media channels, as well as provide the opportunity for the media to request high resolution images.

6. All current website pages must be appropriately re-directed to the new website URLs to maintain external links in place and search engine weight they carry.

C. Search Functions

The site should have built-in advanced search capabilities that search through the entire database and all contents and provide anchors on the pages to target the search. The search function should also contain a database capture system to enable monitoring of the words and phrases users are searching to better modify the site. The system should have an option to omit pages from the search function to keep specific pages hidden as desired. The search section will ignore common words.

D. Search Engine Optimization The site should be designed and built with SEO in mind and enabled both standard and customized SEO on all pages of the site. This should include key-words, page titles URLs and meta tags.

E. Website Design

The website design agency must provide an analysis of the current website and how it would plan, redesign and redevelop the CCVB's ColorfulColorado.com website to attract visitors to Chaffee County.

Proposal Elements and Format: Proposals submitted shall include all of the information requested herein and any additional information necessary to summarize the overall benefit of the proposal to Chaffee County.

Proposals shall include the following:

- A. A cover letter stating the name, physical and email address and telephone number of the Firm's contact person and bearing the signature of the person having the authority to make the proposal for the Firm and bind the Firm in a formal standard form of agreement between the County and successful bidder.

- B. A response that defines the methods and means related to how the proposal will accomplish the Scope of Work.
- C. A project timeline outlining the dates and specific tasks/phases to be accomplished during the implementation of the project.
- D. A list of what portion, if any, of the work that will be subcontracted.
- E. Prepare a line item budget identifying cost and expenditures for the above Scope of Work. All prices quoted must be firm through the implementation of the project being bid on. Include proposed not-to-exceed cost for services and rates for additional services.
- F. Evidence that the Firm has worked on similar projects and a list of at least three (3) references for which services have been provided for projects of this type and scope; include contact names, addresses and telephone numbers.
- G. A staffing plan for the proposed project that also includes indication of any work intended to be performed by subcontractors or persons outside the Firm.
- H. A statement of qualifications which includes a list of those individuals who will be working on the project either as employees/principals or as employees of a subcontractor who will work on the project under supervision of the Firm.
- I. The following insurance shall be required:
 - a. Commercial General Liability Insurance: At a minimum, combined single limits of \$1,000,000 per occurrence and \$2,000,000 for general aggregate for bodily injury and property damage, which coverage shall include products/completed operations, independent contractors, and contractual liability each at \$1,000,000 per occurrence and \$50,000 any one fire.
 - b. Automobile Liability. Minimum limits are required to be \$1,000,000.00 for each occurrence. Coverage must include:
 - i. All vehicles owned, non-owned, and hired to be used on the Contract;
 - ii. Medical Payments.
 - c. Workers' Compensation and Employer's Liability: Workers' compensation insurance for all of Contractor's employees engaged in work at the site of the Project including occupational disease coverage in accordance with scope and limits as required by the State of Colorado.
 - d. Professional Liability: \$1,000,000 per claim and \$2,000,000 aggregate.
- J. A statement that upon acceptance the successful bidder shall provide the County with a performance bond, issued upon terms satisfactory to the County, in the amount of the accepted bid.
- K. A statement that the successful vendor agrees to indemnify and hold harmless Chaffee County, and its officers and its employees, from and against all liability,

claims, demands, and expenses, including court costs and attorney fees, on account of any injury, loss, or damage, which may arise out of or are in any manner connected with the work to be performed, if such injury, loss, or damage is caused in whole or in part by, or is claimed to be caused in whole or in part by, the negligent act or omission, error, professional error, mistake, accident, or other fault of the vendor, subcontractor of the vendor, or any officer, employee, or agent of the vendor.

- L. Any other information deemed necessary by the Proposing Firm.

Submittal Process:

Submittal of the proposal shall be taken as an express representation by Proposer that the Proposer and all affiliated entities that will perform work on this project have full knowledge of the scope, nature, quality and quantity of the work to be performed, and the detailed requirements and conditions under which the work is to be performed.

Proposals must be clearly identified on the front of the envelope by proposal number and title. Responsibility for timely submittal and routing of proposals, prior to recording, lies solely with the Proposer. Proposals received after the closing time specified will not be considered. Telephone, e-mail or facsimile proposals will NOT be accepted.

All persons and minority business enterprises will be afforded full opportunity to submit proposals in response to this invitation and no Proposer will be discriminated against on grounds of race, religion, ancestry, gender, color, or national origin.

Provide 1 copies of the proposal in the submittal packet.

Response Material Ownership: All materials submitted regarding this RFP become the property of Chaffee County and will only be returned at the County's option. Chaffee County has the right to use any idea(s) presented in this RFP. Disqualification of a proposer does not eliminate this right.

All information submitted in response to this RFP is public and subject to public disclosure under the Colorado Open Records Act after the notice of this award has been issued. The proposer should not include any information which the proposer believes to be a trade secret or other privileged or confidential data. If the proposer wishes to include such material with a proposal, then the material should be supplied under separate cover and identified as confidential. Statements that the entire proposal is confidential will not be honored. Chaffee County will endeavor to keep that information confidential, separate and apart from the proposal subject to the provisions of the Colorado Open Records Act or order of court.

Late proposals may not be accepted, at the discretion of the County, and any proposal so received may be returned to the proposing vendor unopened. In addition, telegraphic and/or proposals sent by electronic devices are not acceptable and will be rejected upon receipt. Proposing vendors will be expected to allow adequate time for delivery of proposals. Sole responsibility rests with the proposing vendor to see that their proposal is received on time.

Chaffee County reserves the right to reject any or all proposals, to further negotiate with successful Proposer, and to waive information and minor irregularities in proposals received, and to accept any portion of the proposal if deemed to be in the best interest of Chaffee County to do so. Final acceptance of any proposal will be conditional upon satisfactory execution of a contract by the County and the Proposer. Acceptance of a proposal will not impart any rights to any party including, and without limitation, rights of enforcement, equity, or reimbursement, until the contract and all related documents are approved and properly executed.

If, in the sole judgment of the Board of County Commissioners, two or more proposals are substantially equal, the Board may grant the contract to companies located in Chaffee County. The total cost of proposal preparation and submission shall be borne by the Proposer.

Chaffee County will not return proposals, or other information supplied to the County, to the proposing vendor firm.

The successful proposing vendor and its employees will operate as an independent contractor and will not be considered employees of Chaffee County.

There is no expressed or implied obligation on behalf of Chaffee County to reimburse vendor firms for any expenses incurred in preparing proposals or in attending the pre-proposal meeting or an interview in response to this request for proposal. No such reimbursement will be made.

Proposal Submittal Deadline:

Completed written proposals must be delivered or electronically sent to Scott Peterson, County Administrator by no later than 2:00 p.m. on September 16, 2022.

Submit sealed proposals to:

Scott Peterson
Chaffee County Visitors Bureau
Bureau
PO Box 699

Questions Related to Project:

Scott Peterson
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PO BOX 699

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